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**Date:** 7/10/2013

**GAIN Report Number:** FR9141

## France

**Post:** Paris

### **U.S. Food Products Recognized at U.S. Ambassador's 4th of July Reception**

**Report Categories:**

Market Promotion/Competition

**Approved By:**

David G. Salmon

**Prepared By:**

Laurent J. Journo

**Report Highlights:**

The Office of Agricultural Affairs recruited 28 U.S. sponsors for the reception organized at the U.S. Ambassador's Residence in honor of the 237<sup>th</sup> anniversary of the Independence of the United States of America July 4, 2013. The 4<sup>th</sup> of July reception afforded the U.S. mission in France an opportunity to forge closer personal contacts with French government officials, industry contacts, and media representatives. FAS Paris took the lead of recruiting U.S. sponsors and featured a variety of menu options that highlighted U.S. cuisine, including Alaska wild salmon and king crab, Oregon cheese, California and Oregon wines, Florida grapefruit, as well as Kentucky bourbons. FAS Paris increased the awareness of U.S. agricultural products, as several of the over 2,000 guests were not aware of the diversity of the U.S. products available on the French market.

**General Information:**

The Office of Agricultural Affairs recruited 28 U.S. sponsors for the reception organized at the U.S. Ambassador's Residence in honor of the 237<sup>th</sup> anniversary of the Independence of the United States of America July 4, 2013. The 4<sup>th</sup> of July reception afforded the U.S. mission in France an opportunity to forge closer personal contacts with French government officials, industry contacts, and media representatives. FAS Paris took the lead of recruiting U.S. sponsors and featured a variety of menu options, including Alaska wild salmon and king crab, Oregon cheese, California and Oregon wines, Florida grapefruit, as well as Kentucky bourbons. FAS Paris increased awareness of U.S. agricultural products, as several of the over 2,000 guests were not aware of the diversity of the U.S. products available on the French market.

The event was carried out with no FAS funding but was a big success and the largest event hosted at the Embassy this year. The U.S. Ambassador to France and Monaco, Charles H. Rivkin, welcomed over 2,000 visitors. FAS had the lead in selecting and in recruiting the in-kind sponsors, and played an important role in enrolling financial donors for the event. Post worked with the chef of the Ambassador's residence to display a variety of menu items, including several U.S. ingredients and beverages. Thanks to FAS active work many U.S. brands decided to invest in a large presence, including Coca Cola, Pepsi, Haagen Dasz, Samuel Adams, E&J Gallo, Culligan, Starbucks, Marriott, Ocean Spray, McDonald's, Hard Rock Café, Chipotle but also smaller companies/ brands such as Pepperidge Farms and Milano for cookies, Sierra Nevada for the beer, Stetson, Jim Beam, Maker's Mark, Jack Daniel's for the bourbon, Chandon, Newton, Francis Ford Coppola, Mondavi, Mandolin, and Baron Herzog for wines, Rogue Creamery for cheese, Johnsonville for pork sausages, and Orchid Island for orange and grapefruit juices.



Some of the delivered products stocked at the Embassy before the event.





Sponsor's recognition



Chefs preparing the dishes for the reception



4<sup>th</sup> of July reception in the garden of the Ambassador's Residence

